

Re: SP & SPII docs - Invitation to collaborate

Subject: Re: SP & SPII docs - Invitation to collaborate
From: Ellen Riotto <ellen@southpark.la>
Date: 05/10/2017 02:07 PM
To: Tara Devine <tara@devine-strategies.com>
CC: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

Thank you.

From: Tara Devine <tara@devine-strategies.com>
Date: Wednesday, May 10, 2017 at 1:09 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>
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Thanks for sending. I have only minor edits I suggest.

The letter is attached with changes in redline. FYI, I think a two-week deadline sounds more reasonable than a one-week deadline. Based on experience, some people will complain, "I just got this, how can it be due in less than a week?"

Promo piece is fantastic; I love the tangible/visual comparisons. Only two comments:

- "Space Shuttles" doesn't need to be capitalized

- The third column uses the present tense while the others use the past; I'm not sure if you prefer consistency or did it intentionally and like it the way it is (really just a style choice)

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <ellen@southpark.la <mailto:ellen@southpark.la> > wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com <mailto:tara@devine-strategies.com> >
Date: Tuesday, May 9, 2017 at 2:23 PM
To: Ellen Riotto <ellen@southpark.la <mailto:ellen@southpark.la> >
Cc: Katie Kiefer <katie@southpark.la <mailto:katie@southpark.la> >
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At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in February.

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

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we cull individual PDFs from the master petition file PDF as needed.)

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo

piece

(this one piece printed in color if feasible) bu

t

it is up to you.

Kindly forward drafts for our review (asap) or finals (

no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise

me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <ellen@southpark.la <<mailto:ellen@southpark.la>> > wrote:

Thank you!

From: "Tara Devine (via Google Drive)" <drive-shares-noreply@google.com <<mailto:drive-shares-noreply@google.com>> >
Reply-To: Tara Devine <tara@devine-strategies.com <<mailto:tara@devine-strategies.com>> >
Date: Tuesday, February 21, 2017 at 7:30 PM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >
Cc: "southparkbid@gmail.com" <southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> > <southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> >, Katie Kiefer <katie@southpark.la <<mailto:katie@southpark.la>> >
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Tara Devine <<mailto:tara@devine-strategies.com>> has invited you to contribute to the following shared folder:

<<https://ssl.gstatic.com/docs/documents/share/images/services/folder-3.png>>

SP & SPII docs <https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWwE5WTNvWEYzeEE?usp=sharing_eil&invite=CLjui-wN&ts=58ad05e6>

<<https://drive.google.com/c/u/0/photos/public/AIbEiAIAABEC0aIqorehpXFkwEiC3ZjYXJkX3Bob3RvKig1NzY5NDY0ZjMzNzczMGMSYjI1MWJlMWJmZWFnNzkxYWwMxZWl0YzVlMAE9Z9t0vCD1fbgr9MLTUQRc0VNmXw>>
I have updated the Google Drive as follows:

1) I noticed that southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

Open <https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWwE5WTNvWEYzeEE?usp=sharing_eip&invite=CLjui-wN&ts=58ad05e6>

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This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

[<https://drive.google.com>](https://drive.google.com)